

## LEAVE GRANDMA'S HANDBAG ALONE!

**M**y oldest son could hardly walk yet when I caught him scratching in his grandmother's - my mother's - handbag. I was on the point of scolding him but my mother stopped me. He wasn't being naughty, she said, he was only being very interested. Imagine! If I - as a small boy - had dared to scratch in her handbag! But isn't this just the way of grandparents?: their grandchildren are the cleverest and best-behaved grandchildren that have ever walked this earth.

And just like a grandmother feels about a grandchild, so I feel about *Matieland*! At the annual Marketing, Advancement and Communication in Education (MACE) (previously known as Unitech) Excellence Awards, *Matieland* walked away with first place in the category "External Publications" - and this from under the very noses of various other universities! MACE is an umbrella organisation for marketing, communication, fund-raising, student recruitment and alumni practitioners in higher and further education and training in Southern Africa.

Your alma mater also won four other first places - the most of any university.

These include the 2007 Annual Report in the "Annual Report" category (Ms Susan van der Merwe of the Communication and Liaison Division and Ms Willemien Klinger of the Language Centre), the Undergraduate Prospectus in the category "External Publications - Brochures and Marketing Material" (Ms Mattie van der Merwe of the Communication and Liaison Division) and the Boschtelegram in the category "Electronic Communication - Electronic Newsletters" (Ms Lize Esterhuizen,

Ms Liezl Scholtz and Ms Alida Louw-Joubert). The Maties Open Day won first place in the category "Campaigns: Special Events"; Ms Lorna Bartlett of the Centre for Prospective Students entered the project.

The awards were presented at the annual MACE conference - this year, organised by Boland College - at a gala dinner in Stellenbosch in October.

### Your feedback

The success of *Matieland*, however, depends heavily on its readers. Your feedback is *Matieland's* lifeline! So let us know what rankles with you, what works for you and what should best be left alone. Yes, the idea of kissing in Die Laan was not everyone's idea of student fun. Whatever the case, however, when Maties alumni speak, we listen!

### *Matieland* via email?

In our previous issue we mentioned that we are seriously reflecting on the costs of *Matieland*. The magazine is sent to over 90 000 addresses and costs just over a million rand per issue. Some universities are already asking subscription fees for their alumni publications. Would you - theoretically - pay R50 per year for *Matieland*? Or what about receiving *Matieland* via email? We need your opinion on this.

Enjoy the read!

Martin Viljoen



Something to get off your chest? Write to me at *Matieland* Magazine, Communication and Liaison Division, Stellenbosch University, Private Bag X1, *Matieland*, 7602. You can also fax letters to 021 808 3800 or email them to [media@sun.ac.za](mailto:media@sun.ac.za).

Die Universiteit se oudstude en donateurs ontvang *Matieland* gratis.

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